

# Virginia Main Street Essentials

## Main Street Four Point Approach®

Wednesday, July 15, 2015 | Lynchburg, VA



The Main Street Four-Point Approach® is a unique preservation-based economic development tool that enables communities to revitalize historic commercial districts by leveraging local assets, from historic, cultural and architectural resources to local enterprises and community pride. It is a comprehensive strategy that addresses the variety of issues and problems that challenge traditional commercial districts.

The success of the Main Street approach is based on its comprehensive nature. By carefully integrating the Main Street approach's four points (organization, promotion, design and economic

restructuring) into a practical downtown development strategy, a local Main Street program can produce fundamental changes in a community's economic base.

Join Main Street professionals and volunteers for a back-to-basics revitalization training on the Main Street Four Point Approach® presented by National Main Street Center staff and design professional expert.



### July 14, 2015 - Arrive early and enjoy downtown Lynchburg!

#### 7 p.m.: Welcome Reception

Craddock Terry Hotel, 1312 Commerce Street, Lynchburg, VA

### July 15, 2015 - Day One

#### 8 a.m.

##### Registration and Refreshments

Holiday Inn Lynchburg, 601 Main Street, Lynchburg, VA

#### 8:30 a.m.

##### Welcome and Introductions

Lynch's Landing – Board and Staff  
City of Lynchburg – City Staff

#### 9 a.m.

##### Main Street Four Point Approach® Overview

Kathy La Plante, National Main Street Center

#### 9:30-10:30 a.m.

##### Organization Topics

Kathy LaPlante, National Main Street Center

#### 10:30 a.m.

##### Break

#### 10:45 a.m.-Noon

##### Economic Restructuring Topics

Kathy LaPlante, National Main Street Center

#### Noon-1:30 p.m.

##### Enjoy Lunch Downtown

#### 1:30-3 p.m.

##### Design Topics

Kathy Frazier, Frazier Associates

#### 3:00 p.m.

##### Break

#### 3:15-4:45 p.m.

##### Promotion Topics

Kathy La Plante, National Main Street Center

#### 4:45-5 p.m.

##### Q&A/Wrap Up/ Adjourn

VMS Staff

## Workshop Trainers

### Kathy LaPlante

Senior Program Officer and Director of  
Coordinating Program Services  
National Main Street Center

Kathy LaPlante is a senior program officer and director of coordinating program services at the National Main Street Center with expertise in building organizational capacity and developing promotional programming. She has worked in the Main Street field for more than 25 years. She joined the staff of the National Trust for Historic Preservation's National Main Street Center in May 2007. She works throughout the U.S. providing training for cities of all sizes using the Main Street Approach® to downtown revitalization.

### Kathy Frazier, AIA

Principal  
Frazier Associates

Kathy Frazier is a founding member of Frazier Associates and is the principal-in-charge of architectural projects. She has extensive experience in historic preservation and community redevelopment projects including adaptive reuse, facade rehabilitation, streetscape and corridor design, as well as town-wide signage and wayfinding programs. She currently oversees the design services for the Virginia Main Street program, an affiliate of the National Trust for Historic Preservation's National Main Street Center. Frazier's work through Frazier Associates ranges from small town revitalization efforts to full-scale rehabilitation projects and designs for new construction for municipalities and institutions.

## Accommodation Information

A block of rooms is reserved for \$95 per night at the following:

### Holiday Inn Lynchburg

601 Main Street, Lynchburg, Virginia  
(888) 465-4329

<http://www.ihg.com/holidayinn/hotels/us/en/lynchburg/lyhcp/hoteldetail>

In order to take advantage of these special group rates, make your reservations by June 30 and mention group code "Lynch's Landing" when booking. Room options vary, so guest must ask for the rate at the time of booking.

A welcome gathering is scheduled for Tuesday, July 14 at 7 p.m., so consider staying in Lynchburg the night before the training.

## Registration Fee and Deadline

### Tuesday, July 14

Pre-Workshop Event  
7 p.m.

- Welcome reception at the Craddock Terry Hotel
- Cash bar and light refreshments
- **FREE**

### Wednesday, July 15

Main Street Four  
Point Approach®  
Workshop Includes

- Morning and afternoon refreshments
- Lunch (\$10 lunch voucher)
- Essentials workshop sessions and materials
- **Full Day \$40**

The registration fee includes all training materials and meals as indicated. You will receive a registration confirmation via email with an agenda, directions and parking instructions prior to the training.

### [Register online now!](#)

The deadline for registration is July 8.

